

ABSTRACT

A portable nutritional monitoring device wherein nutritional
5 data can be scanned, entered and stored directly from product
packaging for dietary intake analysis by health or weight conscious
individuals wherein such analysis may be doctor prescribed, or may
be collated for a target group and utilized as food consumption and
market trending information, wherein said data may be subsequently
10 analyzed and reported, and wherein the device may be integrated
within a known personal data assistant (PDA) platform.